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(54) METHOD AND APPARATUS FOR DISPLAYING ADVERTISEMENTS ON A VEHICLE

VERFAHREN UND VORRICHTUNG ZUR DARSTELLUNG VON WERBUNG AUF EINEM
FAHRZEUG

PROCEDE ET DISPOSITIF DESTINES A L'AFFICHAGE DE PUBLICITE SUR UN VEHICULE

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Description

[0001] This invention relates to mobile advertisements, and relates more particularly but not exclusively to a system for selectively attaching advertisements to the sides of road vehicles in a readily demountable manner, and to a method of adapting road vehicles for the selective display of advertisements.

[0002] Currently there are many load-carrying road vehicles having substantially vertical sides which are either plain, or carry minimal information (e.g. merely the name of a transport company). These vehicle sides are extensively exposed to the sight of the general public, not least because the majority of journeys of load-carrying road vehicles take place on public roads that are also extensively used by pedestrians and/or users of personal road transport and/or passengers in public road transport. Consequently, the sides of load-carrying road vehicles represent a facility for mobile advertising that currently tends to be used only by the vehicle owners for self-advertisement. Some use of the exteriors of road vehicles is known for advertising by organisations other than the vehicle owner, but such advertising is currently limited to public transport vehicles that carry human passengers rather than inanimate cargoes, and the advertisements are either pasted-on paper, or in the nature of bodywork painting that is substantially permanent and not changeable without time-consuming repainting of the vehicle.

[0003] US 5,845,423 and US 5,657,566 address the problem of providing advertisements on the sides of load-carrying road vehicles, but the effectiveness of their solutions is hampered by the fact that the vehicles need extensive structural modification in the form of added rails, mounting brackets and fasteners and the like, to allow the mounting and removal of advertisement panels. Moreover the advertisement panels themselves are complicated and relatively expensive. Moreover the advertisement panels can be used only with rigid sided vehicles, since they do not allow simple access to the side curtains of flexible sided vehicles, which provide access to the load area by allowing the removal or rolling up of flexible side curtains attached to the frame of the vehicle. EP-A-0 382 478 uses a flexible sheet member onto which a display sheet is detachably fastened, whereby use is made of canvas material.

[0004] It is an object of the present invention to provide a system and a method for enabling mobile advertisements to be selectively mounted on load-carrying road vehicles in a manner which is simple to carry out and which is cost effective, allowing the use of economical advertisement panels and the requiring minimal structural alterations to a vehicle to enable it to carry advertisement panels. It is a further object of the invention to provide a system and a method for enabling mobile advertisements to be selectively mounted on both rigid sided and flexible sided road vehicles.

[0005] As used in this specification, the term "vehicle"

refers to a road vehicle possessing substantially vertical sides suitable for carrying advertisements, such sides including but not being restricted to permanently fixed sides, sides formed as one or more panels that are demountable or hinged for providing access to a cargo carried by the vehicle, and curtain sides (i.e. curtains of more or less flexible sheet material whose upper edges are suspended from the vehicle, and whose lower edges are clipped or strapped to the vehicle).

5 [0006] As used in this specification, the term "advertisement" refers to at least one essentially two-dimensional image having an impression on a spectator that is primarily or wholly visual.

10 [0007] According to a first aspect of the present invention there is provided an advertising panel externally mounted on the side of a vehicle, the panel comprising a sheet of woven plastic mesh material provided with apertures allowing air passage therethrough and fasteners, the sheet having an image applied to a first side of the sheet.

15 [0008] Preferably the fasteners comprise reclosable interlocking fasteners adapted to engage with corresponding interlocking fasteners provided on the vehicle. Preferably the fasteners are 3M™ Dual Lock™ fasteners. Alternatively the fasteners may be hook and loop fasteners or similar.

20 [0009] Preferably the sheet is flexible and woven. Preferably the sheet is of PVC, polyester or a combination thereof. However, other suitable plastic materials 25 may be used singly or in combination, provided they have suitable strength or printability properties. Such a sheet material is known per se from US-A-3782,872.

[0010] Preferably the mesh is provided with apertures allowing air passage therethrough. Preferably the sheet has an air permeability of at least 1000 litres per second per square metre at 100 pascal.

30 [0011] Preferably the panel is provided with a solid reinforcing strip along at least one edge of the sheet. Preferably the solid reinforcing strip is provided on the leading edge of the sheet, the leading edge being the edge nearest the front of the vehicle when the panel is mounted on a vehicle. Preferably the leading edge of the sheet is provided with a fastener which extends over the entire length of the leading edge.

35 [0012] A reinforcing strip may be provided on all the edges of the sheet. Fasteners may be provided at spaced intervals along all the edges of the sheet.

40 [0013] According to a second aspect of the present invention there is provided a vehicle, the vehicle having a side wall provided with reclosable fasteners on the exterior surface thereof, the vehicle having an advertising panel mounted on said side wall, the panel comprising a sheet of plastic mesh material and reclosable fasteners releasably attachable to the fasteners provided on the side wall, the sheet having an image applied to a first side of the sheet.

45 [0014] Preferably the advertising panel is a panel according to the first aspect of the present invention.

[0015] Preferably the reclosable fasteners provided on the side wall are bonded to the side wall by adhesive. Alternatively they may be secured to the side wall by fixing means such as bolts, screw, rivets or similar.

[0016] According to a third aspect of the present invention there is provided a vehicle, the vehicle having a load bearing volume at least partially enclosed by a curtain, said curtain being provided with reclosable fasteners on its surface, the vehicle having an advertising panel mounted on said curtain, the panel comprising a sheet of plastic mesh material and reclosable fasteners releasably attachable to the fasteners provided on the curtain, the sheet having an image applied to a first side of the sheet.

[0017] Preferably the advertising panel is a panel according to the first aspect of the present invention.

[0018] Preferably the reclosable fasteners provided on the curtain are bonded to the curtain by adhesive. Alternatively they may be secured to the curtain by fixing means such as bolts, screw, rivets, staples or similar. Alternatively they may be secured to the curtain by thermal bonding, ultrasonic bonding, stitching, moulding or similar.

[0019] According to a fourth aspect of the present invention there is provided a method of modifying a vehicle to display at least one advertising panel on at least one side of the vehicle, said method comprising the steps of:

securing reclosable fasteners in a predetermined pattern on the side of the vehicle or on a curtain adapted to be mounted on the side of the vehicle, and

releasably attaching an advertising panel to the reclosable fasteners, the panel comprising a sheet of plastic mesh material having an image applied to a first side of the sheet and reclosable fasteners provided in a pattern corresponding to the predetermined pattern of the reclosable fasteners on the side of the vehicle or on the curtain adapted to be mounted on the side of the vehicle.

[0020] Preferably the method includes the further steps of:

removing the advertising panel by separating the reclosable fasteners provided on the advertising panel from the reclosable fasteners provided on the side of the vehicle or on the curtain adapted to be mounted on the side of the vehicle, and
releasably attaching a second advertising panel to the reclosable fasteners, the second panel comprising a sheet of plastic mesh material having an image applied to a first side of the sheet and reclosable fasteners provided in a pattern corresponding to the predetermined pattern of the reclosable fasteners on the side of the vehicle or on the curtain adapted to be mounted on the side of the vehicle.

[0021] Preferably the or each advertising panel is a panel according to the first aspect of the present invention.

[0022] According to a fifth aspect of the present invention there is provided a business method for procuring and exploiting mobile advertisements, said business method comprising the steps of:

10 agreeing with the owner (or with the agent or representative of the owner) of a vehicle to the modification and use of at least one vehicle owned by said owner for the mounting and display of advertisements in return for the payment of money or moneys worth to the owner (or to the agent or representative of the owner),

15 modifying said at least one vehicle by the securing of reclosable fasteners in a predetermined pattern on the side of the vehicle or on a curtain adapted to be mounted on the side of the vehicle,

20 vending use of the vehicle for the mounting and display of at least one advertisement in return for money or moneys worth, and

25 attaching at least one advertisement to said reclosable fasteners in a manner that permits the advertisement to cover at least part of one side of the vehicle to be visible to at least one spectator.

[0023] Preferably the advertisement is provided in the form of an advertising panel according to the first aspect of the invention.

[0024] Embodiments of the invention will now be described by way of example only, with reference to the drawings in which:

30 35 Fig. 1 shows a curtain-sided lorry provided with fasteners to allow attachment of an advertising panel according to the invention;

40 Fig. 2 shows a rigid-sided lorry provided with fasteners to allow attachment of an advertising panel according to the invention;

45 Fig. 3 shows the lorry of Fig. 1 with an advertising panel attached;

50 Fig. 4 shows the lorry of Fig. 2 with an advertising panel attached;

55 Fig. 5 shows an advertising panel according to the invention; and

Fig. 6 is a partial section on line VI-VI in Fig. 3.

[0025] Fig. 1 shows a lorry 10 having a load area 12 which is covered on each longitudinal side by a curtain 14. The curtain 14 is secured to the vehicle at its upper edge and is tensioned in a conventional manner by means of tensioning straps 18 which connect the lower

edge of the curtain to the vehicle. The curtain 14 and straps 18 are well known in the art and may be of any suitable flexible material. Typically the curtain 14 is of reinforced PVC while the straps 18 are of nylon webbing.

[0026] The surface of the curtain 14 has a number of fasteners 44, 46, 48 bonded to it by means of adhesive 42, although it is to be understood that other suitable means of securing the fasteners to the curtain may be used, including fixing means such as bolts, screw, rivets, staples or similar. Alternatively the fasteners may be secured to the curtain by thermal bonding, ultrasonic bonding, stitching, moulding or similar. The fasteners 44, 46, 48 are components of a reclosable fastener product such as 3M™ Dual Lock™ fastener. The fasteners 44, 46, 48 are selected and positioned to engage with corresponding fasteners 34, 36, 38 provided on an advertising panel 20, as shown in Fig. 5.

[0027] Fig. 2 shows a lorry 10 having a load area 12 which is covered on each longitudinal side by a rigid wall 16. The arrangement of fasteners 44, 46, 48 on the rigid wall 16 is the same as that described above with respect to the curtain 14 of Fig. 1. The surface of the wall 16 has a number of fasteners 44, 46, 48 bonded to it by means of adhesive 42, although it is to be understood that other suitable means of securing the fasteners to the wall may be used, including fixing means such as bolts, screw, rivets, staples or similar.

[0028] Fig. 3 shows the curtain sided lorry 10 of Fig. 1 with an advertising panel 20 fixed to the curtain 14 using the fasteners 44, 46, 48 on the curtain and the fasteners 34, 36, 38 on the advertising panel 20. The panel 20 is aligned with the fasteners 44, 46, 48 on the curtain and then pressed into place. An audible snap informs the operator that the fasteners are engaged.

[0029] Fig. 4 shows the rigid sided lorry 10 of Fig. 2 with an advertising panel 20 fixed to the wall 16 in the manner described above with reference to Fig. 3.

[0030] To remove the panel 20 from the vehicle 10 it is necessary to separate the fasteners 38, 48 at the lower rear corner 30 of the panel 20 by pulling at a free edge portion of the panel 20 adjacent to the corner 30. A tag (not shown) may be provided at the corner 30 to facilitate the separation of the fasteners 38, 48, but this is not essential. If a tag is provided, a locking means such as a small hasp and padlock may also be provided to lock the tag and prevent unauthorised removal of the panel 20 from the vehicle 10. The remaining fasteners can then be readily separated by a peeling action, since the panel 20 is of flexible sheet material.

[0031] The construction of the advertising panel 20 will now be described with reference to Figs. 5 and 6. The panel comprises a sheet 22 of plastic mesh material. Typically the mesh material comprises a woven polyester base fabric coated with PVC. The base fabric may have between 3 and 10 (preferably 5) threads per cm in both warp and weft directions. Flexible plasticised PVC is applied to both sides to produce a material hav-

ing a weight of between 100 and 800 g/m², preferably between about 200 and 550 g/m², such that the warp and weft fibres are bonded to each other at their intersections.

5 [0032] The apertures in the mesh allow an air permeability of between 1000 and 6000 litres/second per square metre at 100 pascal, preferably about 2800 litres/second. A suitable mesh is that sold by VUFLEX Digital under the name VUFLEX Digital 550, although it is to be understood that any suitable plastic mesh may be used. The air permeability ensures that the panel remains flat against the supporting surface, whether it be a solid wall of a vehicle or a curtain. Air pressure either side of the panel is equalised, thereby preventing flapping of the panel against the supporting surface.

10 [0033] The mesh must be capable of being printed on, to provide an advertising image on one side. Any suitable printing process may be used, such as laser printing or screen printing. The apertures must be small enough such that the effect of the advertising panel when mounted on a solid surface and viewed from a distance is of an opaque panel. In a particular embodiment the plasticised warp and weft fibres have a width of about 1 mm, while the apertures are about 1 mm square. An opaque effect is produced if the apertures make up about 25% or less of the area of the panel. If the apertures make up more than about 35% of the area of the panel the opacity effect is diminished.

15 [0034] Reinforcing strips 24, 26, 28 of reinforced PVC or similar material are bonded to the edges of the mesh sheet 22 to prevent the advertising panel 20 from tearing or stretching in use. The reinforcing strips may be bonded by adhesive or by ultrasonic welding. The strips may be of polyester scrim coated with PVC for easy joining 20 to the mesh sheet 22. The thickness of the strips is chosen so that the sheet 22 can be subject to the chosen printing process even with the strips 24, 26, 28 attached. Typically the reinforcing strips 24, 26, 28 are between 5 and 15 cm wide, and extend to the perimeter of the sheet 22.

25 [0035] Fasteners 34, 36, 38 are bonded to the reinforcing strips 24, 26, 28 by means of adhesive 32, although it is to be understood that other suitable means of securing the fasteners to the strips may be used, including thermal bonding, ultrasonic bonding, stitching, moulding or similar. The fasteners 34, 36, 38 are components of a reclosable fastener product such as 3M™ Dual Lock™ fastener, which is provided with a contact adhesive on its rear face and a peel-off backing sheet. The fasteners 34, 36, 38 are positioned to engage with the corresponding fasteners 44, 46, 48 provided on the vehicle, by means of the interlocking action of the mushroom-shaped stems of the corresponding fasteners.

30 [0036] It has been found that it is advantageous to provide a continuous fastener 34 extending all the way along the leading edge of the advertising panel 20, bonded to the reinforcing strip 24. The leading edge is that edge which is nearer the front of the vehicle in use.

The use of a continuous fastener 34 engaging with a corresponding continuous fastener 44 on the vehicle 10 prevents the leading edge of the panel 20 lifting away from the vehicle at any point, and helps to hold the panel 20 to the wall 16 or curtain 14 without flapping.

[0036] It has further been found that it is not necessary to provide continuous fasteners on the other edges of the advertising panel 20. In fact the preferred solution is to provide discrete fasteners 36, 38 of length between 3 and 10 cm, preferably about 4 to 5 cm, and of width between 3 and 10 cm, preferably about 4 to 5 cm, at spacings of between 20 and 80 cm, preferably about 30 cm, along the remaining vertical reinforcing strip 26 and the upper and lower reinforcing strips 28. The perforations in the mesh sheet 22 permit equalisation of pressure on both sides of the mesh sheet 22 when the vehicle 10 travels at speed, so there is no differential air pressure causing bellowing or flapping of the advertising panel. The spaced fasteners 36, 38 engage with corresponding spaced fasteners 46, 48 on the vehicle 10 and serve to hold the advertising panel 20 flat against the wall 16 or curtain 14 of the vehicle 10.

[0037] Particular arrangements of fasteners are provided for particular models of vehicles 10 and their corresponding advertising panels 20. For example a Transit® van might carry a particular size of advertising panel 20; panels for these vans would carry a particular pattern of fasteners. Corresponding fasteners on Transit® vans would be fixed to the side wall 16 of the van in a corresponding pattern using a particular Transit® stencil. Similarly, a particular make of Trailer might carry a particular larger size of advertising panel 20; panels for these trailers would carry a different particular pattern of fasteners. Corresponding fasteners on the trailers would be fixed to the curtain 14 or side wall 16 of the trailer in a corresponding pattern using a particular trailer stencil.

[0038] It is to be understood that other fasteners may be used instead of 3M™ Dual Lock™ fasteners, for example hook and loop or Velcro™ fasteners, or any other fasteners which permit multiple use and re-use and which provide sufficient strength to withstand aerodynamic shear forces generated on the advertising panel when the vehicle is travelling at high speed.

[0039] In practice left handed and right handed advertising panels 20 will be produced, each having the continuous fastener 34 on the left or right hand edges respectively, for mounting on opposite sides of a vehicle, since the leading edge of the panel will be on the right hand side of the panel 20 when the panel is mounted on the curtain 14 visible in Fig. 1, while the leading edge of the panel will be on the left hand side of the panel 20 when the panel is mounted on the opposite curtain on the side of the vehicle not visible in Fig. 1.

[0040] An example of a business method which makes use of the advertising panels of the invention will now be described. A load-carrying road vehicle in the form of a lorry 10 with a roof and curtain sides 14 is made

the subject of a contractual agreement between an advertising agency and the vehicle owner for the purpose of modifying and utilising the vehicle for mobile advertising, in return for agreed payment by the advertising agency to the vehicle owner. Upon conclusion of the agreement, the vehicle is modified by the attachment of fasteners 44, 46, 48 in a predetermined pattern on each curtain.

5 Advertisements are commissioned by clients of the advertising agency, and prepared in the form of advertising panels 20 as described above. Suitable sizes are heights slightly less than the height of the curtain sides, and lengths either the length of the trailer, or some large fraction thereof such as half or quarter of the vehicle length. Particular makes and models of vehicles and trailers may have associated preferred sizes of advertising panels. Vehicles having sliding doors in their sides might have advertising panels provided in two parts, one part attached to the rigid wall and one part attached to the sliding door.

10 [0041] The advertisements are commissioned for a particular period of time, for example 8 weeks. At the beginning of the period the advertising agency affixes advertising panels to one or both sides of the vehicle on which the advertisement is to be displayed. During the 8 week period the vehicle is driven along public roads while in commercial use delivering cargo, the advertisements being on display to spectators throughout the time that the vehicle remains on public roads.

15 [0042] At the expiry of the 8 week period, the advertising panel 20 can be replaced by a new advertising panel which is the subject of a separate commission agreement between the advertising agency and one of its clients. The actual physical replacement of the advertisements requires only a few minutes of direct access to the vehicle sides, e.g. at the vehicle depot or at a refuelling stop, where the previous advertisements are demounted by peeling action and the new advertisements are mounted in place.

20 [0043] Modifications and variations of the above-described embodiments can be adopted without departing from the scope of the invention.

Claims

25

1. An advertising panel (20) externally mounted on the side of a vehicle (10), the panel comprising a sheet (22) and fasteners (34, 36, 38), the sheet having an image applied to a first side of the sheet, characterised in that the sheet (22) is a sheet of woven plastic mesh material provided with apertures allowing air passage therethrough.

2. An advertising panel according to Claim 1, wherein the fasteners (34, 36, 38) comprise reclosable interlocking fasteners adapted to engage with corresponding interlocking fasteners (44, 46, 48) provided on the vehicle.

3. An advertising panel according to Claim 2, wherein the fasteners (34, 36, 38) are 3M™ Dual Lock™ fasteners.

4. An advertising panel according to any preceding Claim, wherein the sheet (22) is flexible.

5. An advertising panel according to any preceding Claim, wherein the sheet (22) is of PVC, polyester or a combination thereof.

6. An advertising panel according to any preceding Claim, wherein the sheet of woven mesh material has an air permeability of at least 1000 litres per second per square metre at 100 pascal.

7. An advertising panel according to any preceding Claim, wherein the panel is provided with a reinforcing strip (24, 26, 28) along at least one edge of the sheet.

8. An advertising panel according to Claim 7, wherein the reinforcing strip (24) is provided on the leading edge of the sheet (22), the leading edge being the edge nearest the front of the vehicle (10) when the panel (20) is mounted on a vehicle.

9. An advertising panel according to Claim 8, wherein the leading edge of the sheet is provided with a fastener (34) which extends over the entire length of the leading edge.

10. An advertising panel according to Claim 7, wherein a reinforcing strip (24, 26, 28) is provided on all the edges of the sheet.

11. An advertising panel according to Claim 10, wherein fasteners (34, 36, 38) are provided at spaced intervals along all the edges of the sheet.

12. A vehicle (10) having at least one side wall (16) provided with reclosable fasteners (44, 46, 48) on the exterior surface thereof, the vehicle having an advertising panel (20) according to any of Claims 1 to 11 mounted on said side wall (16), the reclosable fasteners (34, 36, 38) of the panel being releasably attachable to the fasteners (44, 46, 48) provided on the side wall (16).

13. A vehicle according to Claim 12, wherein the reclosable fasteners (44, 46, 48) provided on the side wall are bonded to the side wall (16) by adhesive.

14. A vehicle according to Claim 12, wherein the reclosable fasteners (44, 46, 48) provided on the side wall are secured to the side wall (16) by fixing means.

5 15. A vehicle (10) having a load bearing volume at least partially enclosed by a curtain (14), said curtain being provided with reclosable fasteners (44, 46, 48) on its surface, the vehicle having an advertising panel (20) according to any of Claims 1 to 11 mounted on said curtain (14), the reclosable fasteners (34, 36, 38) of the panel being releasably attachable to the fasteners (44, 46, 48) provided on the curtain (14).

10 16. A vehicle according to Claim 15, wherein the reclosable fasteners (44, 46, 48) provided on the curtain are bonded to the curtain (14) by adhesive.

15 17. A vehicle according to Claim 15, wherein the reclosable fasteners (44, 46, 48) provided on the curtain are secured to the curtain (14) by fixing means.

20 18. A vehicle according to Claim 15, wherein the reclosable fasteners (44, 46, 48) provided on the curtain are secured to the curtain (14) by a securing means selected from thermal bonding, ultrasonic bonding, stitching and moulding.

25 19. A method of modifying a vehicle (10) to display at least one advertising panel (20) on at least one side of the vehicle, said method comprising the steps of:

30 securing reclosable fasteners (44, 46, 48) in a predetermined pattern on a surface of a side wall (16) or curtain (14) of the vehicle (10), and releasably attaching an advertising panel (20) to the reclosable fasteners (44, 46, 48), the panel comprising a sheet (22) of plastic mesh material having an image applied to a first side of the sheet and reclosable fasteners (34, 36, 38) provided in a pattern corresponding to the predetermined pattern of the reclosable fasteners (44, 46, 48) on the surface of the side wall or curtain of the vehicle.

35 40 45 50 55 20. A method according to Claim 19, further including the steps of:

removing the advertising panel (20) by separating the reclosable fasteners (34, 36, 38) provided on the advertising panel from the reclosable fasteners (44, 46, 48) provided on the surface of the side wall (16) or curtain (14) of the vehicle (10), and

releasably attaching a second advertising panel (20) to the reclosable fasteners (44, 46, 48), the second panel (20) comprising a sheet (22) of plastic mesh material having an image ap-

plied to a first side of the sheet and reclosable fasteners (34, 36, 38) provided in a pattern corresponding to the predetermined pattern of the reclosable fasteners (44, 46, 48) on the surface of the side wall or curtain of the vehicle.

21. A method according to Claim 19 or 20, wherein the or each advertising panel (20) is an advertising panel according to any one of Claims 1 to 11.

22. A method for procuring and exploiting mobile advertisements, said method comprising the steps of:

agreeing with the owner or with the agent or representative of the owner of a vehicle to the modification and use of at least one vehicle (10) owned by said owner for the mounting and display of advertisements in return for the payment of money or moneys worth to the owner or to the agent or representative of the owner, modifying said at least one vehicle (10) by the securing of reclosable fasteners (44, 46, 48) in a predetermined pattern on the side (16) of the vehicle (10) or on a curtain (14) adapted to be mounted on the side of the vehicle (10), vending use of the vehicle (10) for the mounting and display of at least one advertisement on an advertising panel in return for money or moneys worth, and attaching at least one advertising panel (20) according to any of Claims 1 to 11 to said reclosable fasteners (44, 46, 48) in a manner that permits the advertising panel to cover at least part of one side of the vehicle (10) to be visible to at least one spectator.

Patentansprüche

1. Eine Werbetafel (20), die außen auf der Seite eines Fahrzeugs (10) montiert wird, wobei die Tafel eine Materialbahn (22) und Befestigungselemente (34, 36, 38) beinhaltet, wobei die Materialbahn ein Bild aufweist, das auf eine erste Seite der Materialbahn aufgebracht ist, **dadurch gekennzeichnet, dass die Materialbahn (22) eine Materialbahn aus gewebtem Kunststoffmaschenmaterial ist, das mit Öffnungen versehen ist, um Luftströmung dort hindurch zu ermöglichen.**
2. Werbetafel gemäß Anspruch 1, wobei die Befestigungselemente (34, 36, 38) wiederverschließbare verzahnte Befestigungselemente aufweisen, die angepasst sind, um in entsprechende auf dem Fahrzeug bereitgestellte verzahnte Befestigungselemente (44, 46, 48) einzugreifen.
3. Werbetafel gemäß Anspruch 2, wobei die Befesti-
4. Werbetafel gemäß einem der vorhergehenden Ansprüche, wobei die Materialbahn (22) biegsam ist.
5. Werbetafel gemäß einem der vorhergehenden Ansprüche, wobei die Materialbahn (22) aus PVC, Polyester oder einer Kombination daraus ist.
6. Werbetafel gemäß einem der vorhergehenden Ansprüche, wobei die Materialbahn aus gewebtem Maschenmaterial eine Luftdurchlässigkeit von mindestens 1000 Litern pro Sekunde pro Quadratmeter bei 100 Pascal aufweist.
7. Werbetafel gemäß einem der vorhergehenden Ansprüche, wobei die Tafel mit einem Verstärkungsstreifen (24, 26, 28) entlang mindestens einem Rand der Materialbahn versehen ist.
8. Werbetafel gemäß Anspruch 7, wobei der Verstärkungsstreifen (24) auf dem vorderen Rand der Materialbahn (22) bereitgestellt ist, wobei der vordere Rand der Rand ist, welcher der Vorderseite des Fahrzeugs (10) am nächsten ist, wenn die Tafel (20) auf einem Fahrzeug montiert ist.
9. Werbetafel gemäß Anspruch 8, wobei der vordere Rand der Materialbahn mit einem Befestigungselement (34) versehen ist, das sich über die gesamte Länge des vorderen Rands erstreckt.
10. Werbetafel gemäß Anspruch 7, wobei auf allen Rändern der Materialbahn ein Verstärkungsstreifen (24, 26, 28) bereitgestellt ist.
11. Werbetafel gemäß Anspruch 10, wobei die Befestigungselemente (34, 36, 38) in Abständen entlang allen Rändern der Materialbahn bereitgestellt sind.
12. Ein Fahrzeug (10), das mindestens eine Seitenwand (16) aufweist, die mit wiederverschließbaren Befestigungselementen (44, 46, 48) auf deren äußerer Oberfläche versehen ist, wobei das Fahrzeug eine an der Seitenwand (16) montierte Werbetafel (20) gemäß einem der Ansprüche 1 bis 11 aufweist, wobei die wiederverschließbaren Befestigungselemente (34, 36, 38) der Tafel an den an der Seitenwand (16) bereitgestellten Befestigungselementen (44, 46, 48) lösbar angebracht werden können.
13. Fahrzeug gemäß Anspruch 12, wobei die an der Seitenwand bereitgestellten wiederverschließbaren Befestigungselemente (44, 46, 48) anhand von Klebstoff mit der Seitenwand (16) verbunden sind.
14. Fahrzeug gemäß Anspruch 12, wobei die an der

Seitenwand bereitgestellten wiederverschließbaren Befestigungselemente (44, 46, 48) anhand von Fixiermitteln an der Seitenwand (16) gesichert sind.

15. Ein Fahrzeug (10), das ein Transportvolumen aufweist, das mindestens teilweise von einer Plane (14) umgeben ist, wobei die Plane auf ihrer Oberfläche mit wiederverschließbaren Befestigungselementen (44, 46, 48) versehen ist, wobei das Fahrzeug eine auf der Plane (14) montierte Werbetafel (20) gemäß einem der Ansprüche 1 bis 11 aufweist, wobei die wiederverschließbaren Befestigungselemente (34, 36, 38) der Tafel an den auf der Plane (14) bereitgestellten Befestigungselementen (44, 46, 48) lösbar angebracht werden können. 5

16. Fahrzeug gemäß Anspruch 15, wobei die auf der Plane bereitgestellten wiederverschließbaren Befestigungselemente (44, 46, 48) anhand von Klebstoff mit der Plane (14) verbunden sind. 10

17. Fahrzeug gemäß Anspruch 15, wobei die auf der Plane bereitgestellten wiederverschließbaren Befestigungselemente (44, 46, 48) anhand von Fixiermitteln an der Plane (14) gesichert sind. 15

18. Fahrzeug gemäß Anspruch 15, wobei die auf der Plane bereitgestellten wiederverschließbaren Befestigungselemente (44, 46, 48) anhand eines Sicherungsmittels, das aus Verschweißen, Ultraschallboden, Vernähen und Formen ausgewählt ist, an der Plane (14) gesichert sind. 20

19. Ein Verfahren zum Modifizieren eines Fahrzeugs (10) zum Ausstellen von mindestens einer Werbetafel (20) auf mindestens einer Seite des Fahrzeugs, wobei das Verfahren die folgenden Schritte beinhaltet: 25

Sichern der wiederverschließbaren Befestigungselemente (44, 46, 48) in einem vorher festgelegten Muster auf der Oberfläche einer Seitenwand (16) oder einer Plane (14) des Fahrzeugs (10), und 30

lösbares Anbringen einer Werbetafel (20) an den wiederverschließbaren Befestigungselementen (44, 46, 48), wobei die Tafel eine Materialbahn (22) aus Kunststoffmaschenmaterial mit einem Bild, das auf eine erste Seite der Materialbahn aufgebracht ist, und wiederverschließbare Befestigungselemente (34, 36, 38), die in einem dem vorher festgelegten Muster der wiederverschließbaren Befestigungselemente (44, 46, 48) auf der Oberfläche der Seitenwand oder der Plane des Fahrzeugs entsprechenden Muster bereitgestellt sind, beinhaltet. 35

20. Verfahren gemäß Anspruch 19, das ferner die folgenden Schritte umfasst: 40

Entfernen der Werbetafel (20) durch Trennen der auf der Werbetafel bereitgestellten wiederverschließbaren Befestigungselemente (34, 36, 38) von den auf der Oberfläche der Seitenwand (16) oder der Plane (14) des Fahrzeugs (10) bereitgestellten wiederverschließbaren Befestigungselementen (44, 46, 48), und 45

lösbares Anbringen einer zweiten Werbetafel (20) an den wiederverschließbaren Befestigungselementen (44, 46, 48), wobei die zweite Tafel (20) eine Materialbahn (22) aus Kunststoffmaschenmaterial mit einem Bild, das auf eine erste Seite der Materialbahn aufgebracht ist, und wiederverschließbare Befestigungselemente (34, 36, 38), die in einem dem vorher festgelegten Muster der wiederverschließbaren Befestigungselemente (44, 46, 48) auf der Oberfläche der Seitenwand oder der Plane des Fahrzeugs entsprechenden Muster bereitgestellt sind, beinhaltet. 50

21. Verfahren gemäß Anspruch 19 oder 20, wobei die oder jede Werbetafel (20) eine Werbetafel gemäß einem der Ansprüche 1 bis 11 ist. 55

22. Ein Verfahren zum Beziehen und Nutzen mobiler Werbung, wobei das Verfahren die folgenden Schritte beinhaltet:

Übereinkommen mit dem Besitzer oder mit dem Bevollmächtigten oder Vertreter des Besitzers eines Fahrzeugs über die Modifizierung und Verwendung mindestens eines dem Besitzer gehörenden Fahrzeugs (10) zum Montieren und Ausstellen von Werbung gegen Zahlung von Geld oder Geldeswert an den Besitzer oder an den Bevollmächtigten oder Vertreter des Besitzers, 60

Modifizieren des mindestens einen Fahrzeugs (10) durch Sichern von wiederverschließbaren Befestigungselementen (44, 46, 48) in einem vorher festgelegten Muster auf der Seite (16) des Fahrzeugs (10) oder auf einer Plane (14), die angepasst ist, um auf der Seite des Fahrzeugs (10) montiert zu werden, 65

Verkaufen der Verwendung des Fahrzeugs (10) zum Montieren und 70

Ausstellen von mindestens einer Werbung auf einer Werbetafel gegen Zahlung von Geld oder Geldeswert, und 75

Anbringen von mindestens einer Werbetafel (20) gemäß einem der Ansprüche 1 bis 11 an den wiederverschließbaren Befestigungselementen (44, 46, 48) auf eine Weise, die es gestattet, dass die Werbetafel mindestens einen Teil einer Seite des Fahrzeugs (10) bedeckt, so dass sie mindestens für einen Betrachter sichtbar ist.

Revendications

1. Un panneau publicitaire (20) monté de façon externe sur le côté d'un véhicule (10), le panneau comportant une feuille (22) et des attaches (34, 36, 38), la feuille ayant une image appliquée sur un premier côté de la feuille, caractérisé en ce que la feuille (22) est une feuille en matériau à mailles en plastique tissées pourvue d'ouvertures permettant le passage d'air à travers celle-ci.
2. Un panneau publicitaire selon la revendication 1, dans lequel les attaches (34, 36, 38) comportent des attaches se verrouillant réciproquement refermables adaptées pour se mettre en prise avec des attaches se verrouillant réciproquement correspondantes (44, 46, 48) fournies sur le véhicule.
3. Un panneau publicitaire selon la revendication 2, dans lequel les attaches (34, 36, 38) sont des attaches 3M™ Dual Lock™.
4. Un panneau publicitaire selon n'importe quelle revendication précédente, dans lequel la feuille (22) est flexible.
5. Un panneau publicitaire selon n'importe quelle revendication précédente, dans lequel la feuille (22) est en PVC, en polyester ou en une combinaison de ceux-ci.
6. Un panneau publicitaire selon n'importe quelle revendication précédente, dans lequel la feuille en matériau à mailles tissées a une perméabilité à l'air d'au moins 1 000 litres par seconde par mètre carré à 100 pascals.
7. Un panneau publicitaire selon n'importe quelle revendication précédente, dans lequel le panneau est pourvu d'une bande de renfort (24, 26, 28) le long d'au moins un bord de la feuille.
8. Un panneau publicitaire selon la revendication 7, dans lequel la bande de renfort (24) est fournie sur le bord d'attaque de la feuille (22), le bord d'attaque étant le bord le plus proche de l'avant du véhicule (10) lorsque le panneau (20) est monté sur un véhicule.
9. Un panneau publicitaire selon la revendication 8, dans lequel le bord d'attaque de la feuille est pourvu d'une attache (34) qui s'étend sur toute la longueur du bord d'attaque.
10. Un panneau publicitaire selon la revendication 7, dans lequel une bande de renfort (24, 26, 28) est fournie sur tous les bords de la feuille.
11. Un panneau publicitaire selon la revendication 10, dans lequel des attaches (34, 36, 38) sont fournies à intervalles espacés le long de tous les bords de la feuille.
12. Un véhicule (10) ayant au moins une paroi latérale (16) fournie avec des attaches refermables (44, 46, 48) sur la surface extérieure de celle-ci, le véhicule ayant un panneau publicitaire (20) selon n'importe lesquelles des revendications 1 à 11 monté sur la dite paroi latérale (16), les attaches refermables (34, 36, 38) du panneau pouvant être attachées aux attaches (44, 46, 48) fournies sur la paroi latérale (16) de façon à pouvoir se libérer.
13. Un véhicule selon la revendication 12, dans lequel les attaches refermables (44, 46, 48) fournies sur la paroi latérale sont collées à la paroi latérale (16) par de l'adhésif.
14. Un véhicule selon la revendication 12, dans lequel les attaches refermables (44, 46, 48) fournies sur la paroi latérale sont assujetties à la paroi latérale (16) par des moyens de fixation.
15. Un véhicule (10) ayant un volume porteur au moins partiellement fermé par un rideau (14), ledit rideau étant pourvu d'attachments refermables (44, 46, 48) sur sa surface, le véhicule ayant un panneau publicitaire (20) selon n'importe lesquelles des revendications 1 à 11 monté sur ledit rideau (14), les attaches refermables (34, 36, 38) du panneau pouvant être attachées aux attaches (44, 46, 48) fournies sur le rideau (14) de façon à pouvoir se libérer.
16. Un véhicule selon la revendication 15, dans lequel les attaches refermables (44, 46, 48) fournies sur le rideau sont collées au rideau (14) par de l'adhésif.
17. Un véhicule selon la revendication 15, dans lequel les attaches refermables (44, 46, 48) fournies sur le rideau sont assujetties au rideau (14) par des moyens de fixation.
18. Un véhicule selon la revendication 15, dans lequel les attaches refermables (44, 46, 48) fournies sur le rideau sont assujetties au rideau (14) par un moyen d'assujettissement sélectionné parmi le collage thermique, le collage par ultrasons, le piquage

et le moulage.

19. Un procédé de modification d'un véhicule (10) pour afficher au moins un panneau publicitaire (20) sur au moins un côté du véhicule, ledit procédé comportant les étapes :

d'assujettir les attaches repermables (44, 46, 48) suivant un motif prédéterminé sur une surface d'une paroi latérale (16) ou d'un rideau (14) du véhicule (10), et 10

d'attacher un panneau publicitaire (20) aux attaches repermables (44, 46, 48) de façon à ce qu'il puisse se libérer, le panneau comportant une feuille (22) en matériau à mailles en plastique ayant une image appliquée sur un premier côté de la feuille et des attaches repermables (34, 36, 38) fournies suivant un motif correspondant au motif prédéterminé des attaches repermables (44, 46, 48) sur la surface de la paroi latérale ou du rideau du véhicule. 15 20

20. Un procédé selon la revendication 19, comprenant de plus les étapes :

d'enlever le panneau publicitaire (20) en séparant les attaches repermables (34, 36, 38) fournies sur le panneau publicitaire des attaches repermables (44, 46, 48) fournies sur la surface de la paroi latérale (16) ou du rideau (14) du véhicule (10), et 25 30

d'attacher un deuxième panneau publicitaire (20) aux attaches repermables (44, 46, 48) de façon à ce qu'il puisse se libérer, le deuxième panneau (20) comportant une feuille (22) en matériau à mailles en plastique ayant une image appliquée sur un premier côté de la feuille et des attaches repermables (34, 36, 38) fournies suivant un motif correspondant au motif prédéterminé des attaches repermables (44, 46, 48) sur la surface de la paroi latérale ou du rideau du véhicule. 35 40 45

21. Un procédé selon la revendication 19 ou la revendication 20, dans lequel le ou chaque panneau publicitaire (20) est un panneau publicitaire selon n'importe laquelle des revendications 1 à 11. 50

22. Un procédé pour fournir et exploiter des publicités mobiles, ledit procédé comportant les étapes :

de se mettre d'accord avec le propriétaire ou avec l'agent ou le représentant du propriétaire d'un véhicule sur la modification et l'utilisation d'au moins un véhicule (10) appartenant audit propriétaire pour le montage et l'affichage de 55

publicités en échange du paiement d'une somme ou de sommes d'argent dues au propriétaire ou à l'agent ou au représentant du propriétaire,

de modifier cedit au moins un véhicule (10) en assujettissant les attaches repermables (44, 46, 48) suivant un motif prédéterminé sur le côté (16) du véhicule (10) ou sur un rideau (14) adapté pour être monté sur le côté du véhicule (10),

de vendre l'utilisation du véhicule (10) pour le montage et l'affichage d'au moins une publicité sur un panneau publicitaire en échange d'une somme ou de sommes d'argent dues, et

d'attacher au moins un panneau publicitaire (20) selon n'importe lesquelles des revendications 1 à 11 auxdites attaches repermables (44, 46, 48) d'une manière permettant au panneau de couvrir au moins une partie d'un côté du véhicule (10) de façon à être visible par au moins un spectateur.

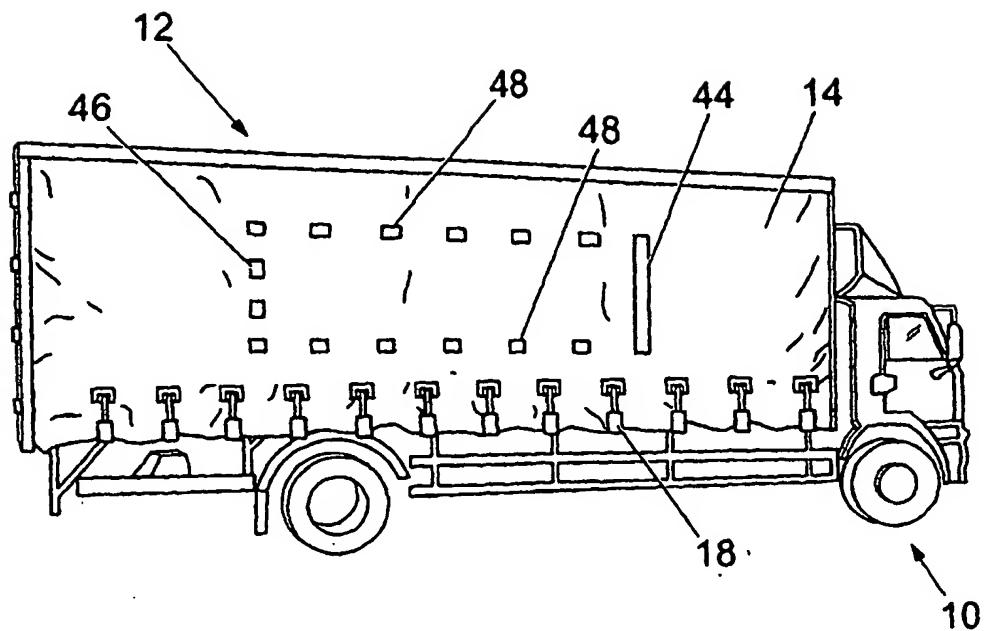


Fig. 1

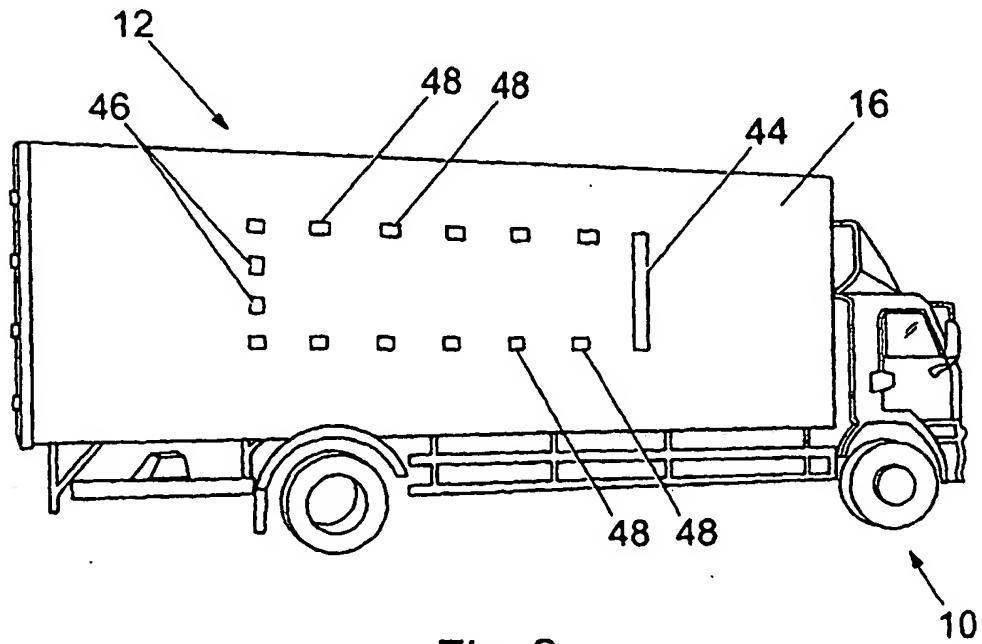


Fig. 2

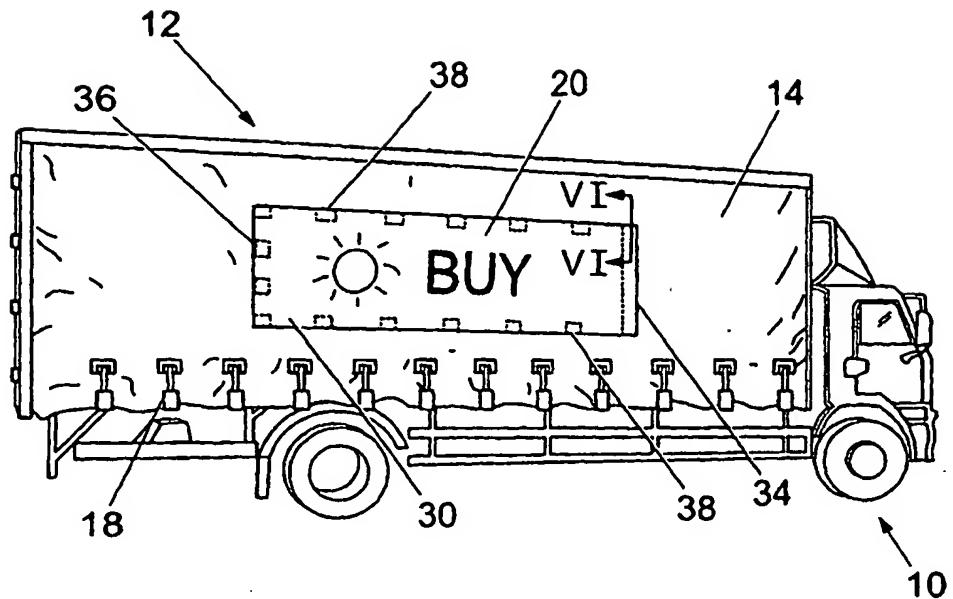


Fig. 3

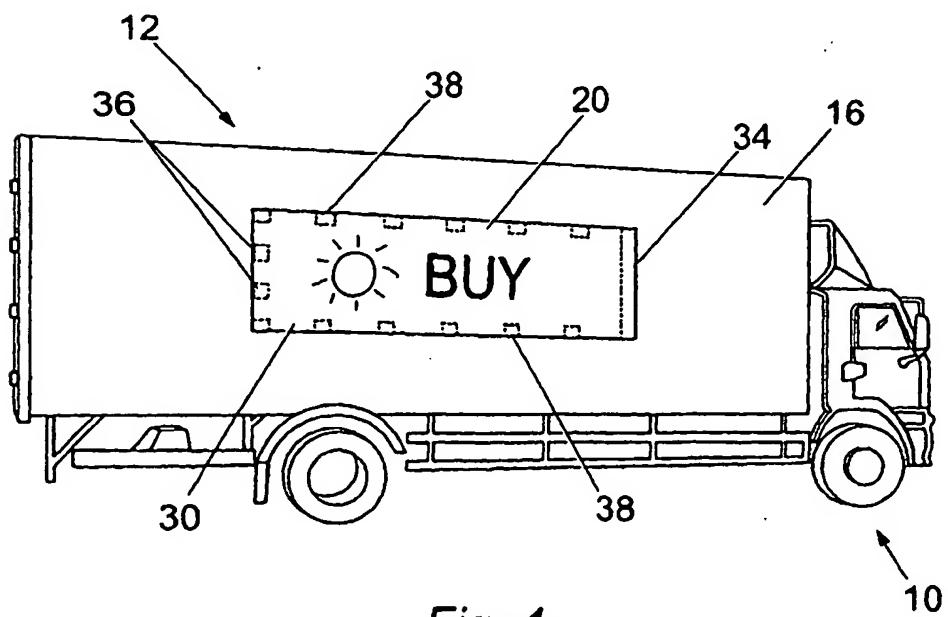


Fig. 4

